

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4178  
Fax (716) 634-3145

JUNE, 98

## **DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

To:	RJR ACCOUNT #: #«SIS»	CC:	«RJR_CC»
	«NAME»	CC:	«DA_CC»
	«ACCOUNT»		
FAX #:	«FAX»		

PARTNERS PROMOTION REPORTING: **DOR\_SEPT\_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CODE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	«STYLE1»	1 (ONE CTN)	«SKUS»
25469	6M		DORAL MEN LT 100	«STYLE2»	1 (ONE CTN)	
25468	6M		DORAL 100	«STYLE3»	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	«STYLE1»	1 (ONE CTN)	

PRODUCT PO # «PPO»

DISPLAYS / PREMIUMS PO # «DPO»

DESCRIPTION	
«PDATE»	PRODUCT ARRIVAL DATE
«RDATE»	RETAIL DISTRIBUTION DATE (WEEK OF)
«EFT»	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
«STORES»	NO. OF DISPLAYS ON CUSTOMER LIST
«PYMT»	PACKING PAYMENT («PCS» X «CS» (6M) PROMOTED CASES)

DESCRIPTION	
«PDATE»	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
«XTR»	NUMBER OF EXTRA DISPLAYS

### **PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

### **DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

### **PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **RDATE**.
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

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